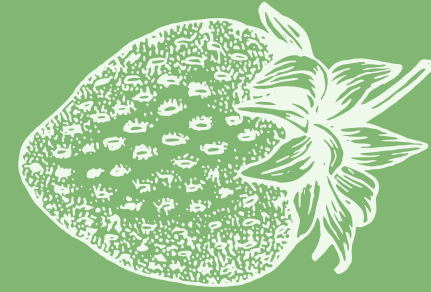


ALL LOCAL. ALL THE TIME.

WINNSBORO FARMERS MARKET





MEET YOUR 2022 WFM BOARD

andie miller
carrie bell
chris miller
ruth townsend
troy howard

AND FILL IN BOSS, GEORGE!



WHY WE ♥ OUR MARKET

AND YOU WILL TOO!

13 years strong & growing like never before

We have the friendliest folks around

We believe in what we do & we work at doing it better

Award-winning:

- 2018 County Line Best Produce
 - 2019 Chamber of Commerce Agricultural Business of the Year
 - 2020 Farmland Trust Most Essential FM – 2nd in Texas, 15th Nationwide
 - 2021 Farmland Trust Favorite FM – 2nd in Texas, 25th Nationwide
-



WHY CUSTOMERS ❤️ OUR MARKET

Their food dollars support their own community

They value EXPERIENCES...connecting with their producers & neighbors in a social setting

They are more educated than ever & want to make smart choices based on transparency of sources & practices, for freshness & health

HOW YOU CAN HELP KEEP OUR MARKET GREAT!



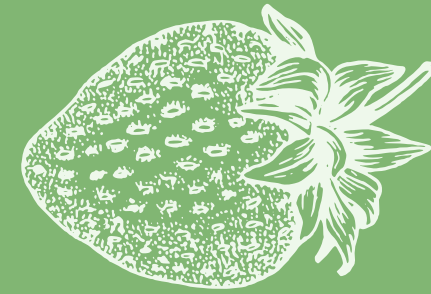
CONSISTENCY

QUALITY

VARIETY

BRANDING

COLLABORATION



CONSISTENCY

SHOW UP!

GET TO KNOW CUSTOMERS & BUILD TRUST
BE THERE WHEN THEY COME LOOKING FOR YOU

FREQUENT ABSENCES MAY RESULT IN LOSS OF
DESIGNATED BOOTH SPACE

QUALITY



UNSATISFIED
CUSTOMERS DON'T
COME BACK FOR
MORE

BAD FOR YOU

BAD FOR THE
MARKET





VARIETY

THE STANDOUT OF ALL GREAT MARKETS

TOO MUCH OF A GOOD THING IS STILL TOO MUCH

HOW CAN YOUR PRODUCTS STAND OUT?

POSSIBILITY OF JURYING SIMILAR PRODUCTS THIS YEAR

BRANDING



CUSTOMERS WANT
TO KNOW WHO
THEY'RE
SUPPORTING

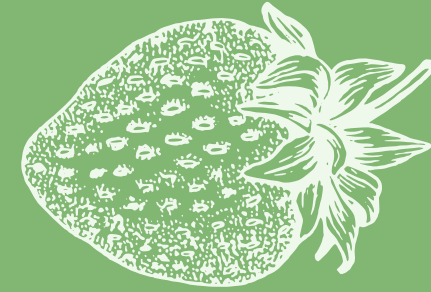


BE MEMORABLE



TELL YOUR STORY &
BE CLEAR ABOUT
YOUR PRACTICES

making these connections creates loyal, consistent customers



COLLABORATION

VS COMPETITION

WORK TOGETHER

LEARN FROM & SUPPORT ONE ANOTHER

VENDOR PACKET OVERVIEW



REGISTRATION & FEES

PERMITTED ITEMS

FOOD SAFETY & LABELING

BOOTH SPACES

VENDOR RESPONSIBILITIES

APPLICATION & FEES



APPLICATION

must be signed & all sale items listed

FEES

\$125 for the entire season OR
\$15 per Saturday
special rates removed, non-refundable

CO-OP SPACES

may be shared with another registered vendor



WHAT CAN I SELL?

WHEN IN DOUBT, ASK!

FARM PRODUCTS
SPECIALTIES
SMALL AGRICULTURAL ANIMALS
AGRICULTURAL CRAFTS
OTHER CRAFTS - 1/3 OF BOOTH
NO RE-SELLING....EVER!

FOOD SAFETY & LABELING



LAWS

VARY ACCORDING TO
PRODUCT TYPE

STUDY STATE & FEDERAL
RESTRICTIONS &
PROTOCOLS

TX COTTAGE FOOD LAW

FOOD HANDLERS CARD

ALLERGENS LISTED

MORE DETAILS AT
[TEXASCOTTAGE
FOODLAW.COM](http://TEXASCOTTAGEFOODLAW.COM)

LABELING

REQUIRED FOR ALL FOOD
PRODUCTS, BUT VARY
ACCORDING TO TYPE

DETAILED INSTRUCTION
WILL BE EMAILED TO ALL
APPLICANTS

KNOW YOUR PRODUCTS

ALL APPLICABLE
LICENSING & LAWS

CONSIDER LIABILITY
INSURANCE

BOOTH SPACES



9 X 12 FOOT

Cables for hanging banners

No signs in customer walkway

ASSIGNED

Once designated, we will try to keep consistent, but changes may be needed especially for those who don't attend regularly

Check your emails!

HOUSEKEEPING

Arrive on time & park before setting up

Bring cords, bungees, etc.

TIPS FOR GREAT SALES & SMOOTH MARKET DAYS

market your biz during the week too!

bring plenty of change/small bills & bags (paper preferred!)

mark prices & make them easy to exchange (\$5 per basket)

packaging – think of single vs family consumers

don't block yours or others' goods

keep your display tidy & looking full

practice good record-keeping for sales

use clear & unique signage

samples

smile!

Want to be a great vendor? Be a nice human.



KINDNESS GOES A
LONG WAY

WITH YOUR
CUSTOMERS

WITH YOUR
NEIGHBORS

WITH ME



CALL/TEXT: 903-440-5392
EMAIL: FARMERSMARKET@WINNSBOROTEXAS.COM

LET'S MAKE THIS THE BEST SEASON YET!

PAYMENTS & APPLICATIONS AT THE BACK
RECEIPTS & LABELING INFO WILL BE EMAILED AS PROCESSED
